



AMENDED *2 AGENDA
SCOTTSDALE DEVELOPMENT REVIEW BOARD
STUDY SESSION & EXECUTIVE SESSION
KIVA FORUM 7 KIVA CONFERENCE ROOMS – CITY HALL
3939 N. DRINKWATER BOULEVARD
August 21, 2003
12:15 P.M.

*New Item 4 added (Process for Upcoming Projects – Kroy Ekblaw)

²Items 5, 7, & 8 (Ebbett Interiors, Scottsdale Road Bridge Follow-Up, & Downtown Parking Garage Design moved to the Sept. 4, 2003 Study Session. Item 6, Scottsdale Road Widening & Improvements was deleted as study session item.

THE STUDY SESSION IS FOR STAFF & BOARD MEMBERS TO DISCUSS AGENDA ITEMS. THE PUBLIC IS WELCOME TO ATTEND.

CALL TO ORDER (IN KIVA CONFERENCE ROOM)

DISCUSSION

1. **Motion to Recess to Executive Session** for purposes set forth on below Executive Session Agenda (IN KIVA CONFERENCE ROOM)

EXECUTIVE SESSION AGENDA (IN KIVA CONFERENCE ROOM) (This meeting is required to be closed to the public under Arizona Law*)

- a. Consultation with the City's Attorney for legal advice regarding the maximum building height in Environmentally Sensitive Lands, laws applicable to the design and construction of churches, and Case No. 36-DR-2003, Scottsdale First Assembly of God Dream Center, south of the SWC of Pima & Via Dona Roads, A.R.S. 38-431.03(A)(3).

Adjourn

2. **Reconvene DRB Study Session** (IN KIVA)

3. **REVIEW DRB CASES** (IN KIVA)

THE FOLLOWING STUDY SESSION ITEMS MAY BE DISCUSSED AFTER THE REGULAR DRB HEARING:

4. Process for Upcoming Projects

KROY EKBLAW

ADMINISTRATIVE REPORT

JAYNA SHEWAK

DEVELOPMENT REVIEW BOARD AGENDA
AUGUST 21, 2003
PAGE 2

ADJOURNMENT

DEVELOPMENT REVIEW BOARD CONSISTS OF:

Cynthia Lukas, Council Member

Dave Gulino, Commission Member

E. L. Cortez, Vice Chairman

Michael D'Andrea, Development Member

Anne Gale, Development Member

Jeremy Jones, Design Member

Michael Schmitt, Design Member



Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting the City Clerk's Office at 312-2412. Requests should be made as early as possible to allow time to arrange accommodation.

*** NOTE: A.R.S. 38-431.03 B** provides that the minutes of or discussions made at the Executive Session shall be kept confidential, except for members of the public body which meet in the Executive Session, from officers, appointees or employees who are the subject of discussion for consideration pursuant to Section A, paragraph 1 of this section and from the auditor general made in connection with an audit authorized or provided by law. The public body shall instruct persons who are present at the Executive Session regarding the confidentiality requirements of this article.

bf 08/14/2003



PLEASE NOTE THE STARTING TIME OF 1:30 IS FOR THE 8/21/03 PUBLIC HEARING ONLY

***AMENDED 2 AGENDA**
SCOTTSDALE DEVELOPMENT REVIEW BOARD
KIVA - CITY HALL
3939 N. DRINKWATER BOULEVARD
AUGUST 21, 2003
1:30 P.M.

***Lund Cadillac cases 3-MS-2003 & 44-DR-2003 moved to regular agenda (Items 11 & 12)**

² Items 11, 3-MS-2003, moved to last on the regular agenda

ROLL CALL

MINUTES APPROVAL

1. 7/10/03 DRB Minutes

CONSENT AGENDA - Any item may be requested to be removed for separate action by the Development Review Board.

CONSENT AGENDA

- | | | |
|------------------|--|-----------------|
| 2. 181-DR-1987#3 | Infiniti Of Scottsdale
Site plan & elevations for expansion
6910 E McDowell Rd
John Mahoney Architect,
Architect/Designer | Bill Verschuren |
| 3. 30-DR-2003 | Hilton Garden Inn
Site Plan & Elevations
8550 E Princess Dr (Perimeter Center)
Todd & Associates, Architect/Designer | Suzanne Colver |
| 4. 32-DR-2003 | Adobe Animal Hospital
Site Plan & Elevations
7712 E Indian School Rd
K & I Architects, Architect/Designer | Bill Verschuren |
| 5. 35-DR-2003 | Scottsdale & Shea
Site Plan & Elevations
Shea Boulevard east of Scottsdale Road
Perlman Architects Inc,
Architect/Designer | Bill Verschuren |

Scottsdale Development Review Board

August 21, 2003

Page 2

- | | | |
|---------------|--|-----------------|
| 6. 49-DR-2003 | Scottsdale Road Widening /
Improvements
Scottsdale Road: Frank Lloyd Wright Blvd
To Thompson Peak Pkwy
City of Scottsdale, Applicant | Al Ward |
| 7. 47-DR-2003 | Wingate Inn & Suites
Site Plan & Elevations
14255 N 87th St
Lamb Architects, Architect/Designer | Bill Verschuren |

REGULAR AGENDA

- | | | |
|----------------|---|-----------------|
| 8. 36-DR-2003 | Scottsdale First Assembly of God - Dream
Center
Site Plan & Elevations
South of the SWC of Pima & Via Dona
Roads
Debartolo Architects, Architect/Designer | Tim Curtis |
| 9. 39-DR-2003 | Northsight Parcel
Site Plan & Elevations
8680 E Raintree Dr
KDRA Architects, Architect/Designer | Bill Verschuren |
| 10. 9-ZN-2003 | McDowell Village
DRB Review of the Proposed Amended
Development Standards
NWC of Granite Reef and McDowell
Roads
8302 E McDowell Rd
City of Scottsdale, Applicant | Tim Curtis |
| 11. 44-DR-2003 | Lund Cadillac
Site Plan & Elevations
SEC Loop 101 & Scottsdale Road
Perspective Architecture LLC,
Architect/Designer | Bill Verschuren |
| 12. 3-MS-2003 | Lund Cadillac
Request approval of Master Sign Plan
SEC Loop 101 & Scottsdale Road
Perspective Architecture LLC,
Architect/Designer | Curtis Kozall |

Scottsdale Development Review Board

August 21, 2003

Page 3

COMMUNICATIONS

ADJOURNMENT

DEVELOPMENT REVIEW BOARD CONSISTS OF:

Cynthia Lukas, Council Member

Dave Gulino, Commission Member

E.L. Cortez, Vice Chairman

Michael D'Andrea, Development Member

Anne Gale, Development Member

Jeremy Jones, Design Member

Michael Schmitt, Design Member



Persons with a disability may request a reasonable accommodation such as a sign language interpreter, by contacting the City Clerk's Office at 480-312-2412. Requests should be made as early as possible to allow time to arrange accommodation.

BFUL 8/4/2003

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 181-DR-1987#3
REQUEST: Approve site plan & elevations for an expansion to the existing facility, to include additional service bays and office space.
PROJECT NAME: Infiniti Of Scottsdale
LOCATION: 6910 E McDowell Rd

DEVELOPER/OWNER: 6991 Development Inc
ARCHITECT/DESIGNER: John Mahoney Architect
ENGINEER: Gilbertson & Associates
APPLICANT/COORDINATOR: John Mahoney Architect/John Mahoney
1819 W Drake Dr Ste 101
Tempe, AZ 85283
(480) 345-8457

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

PUBLIC COMMENTS: The applicant has notified all property owners within 300 ft. of the site and the four adjacent homeowner associations. The applicant also visited the adjacent residential property owners along 69th Street and Almeria Rd. and received approval letters from them. Working with the neighbors, the applicant has agreed to raise the rear (north) property wall to match the height of the wall found behind the car dealership parking structure. Staff has not received any comments from the public regarding this project at the time of drafting this report.

REQUEST: The applicant seeks approval of site plan and elevations relating to an expansion of the existing dealership building.

LOCATION & ZONING: The site is located at the northwest corner of McDowell Road and 69th Street, specifically, 6910 McDowell Road. The property is currently zoned Highway Commercial (C-3) and contains a Conditional Use Permit for an automobile dealership.

CHARACTERISTICS: This is an existing building that contains the Infiniti dealership.

DISCUSSION: The approximate 2,700 sq. ft. expansion occurs on the west side of the existing building and consists of two service bays (for detailing and window tinting of cars only), parts storage area, offices, and a conference room. The new expansion is 23 ft. in height, which matches the existing building height. Access driveways do not change due to the new expansion, parking remains in compliance with the zoning ordinance, and the sites open space mildly increases due to new planters along the building facade. New landscaping, along the façade of the new expansion and within the parking lot, matches existing site landscaping and includes Sissoo trees and relocated Olive trees.

The facade of the new expansion matches the architecture and color of the existing building. The walls consist of EFIS on concrete block, including vertical and horizontal score lines. The main body of the expansion is painted tan (Summit) and the trim dark tan (Hickory). The overhead garage doors, service door, and concrete block base along the north side of the building are also painted a dark tan (Hickory).

RELATED CASES: 181-DR-1987, 181-Dr-1987#2, 180-SA-2001, and 7-UP-2002

Bill Verschuren
Senior Project Coordination Planner
480-312-7734

ATTACHMENTS: #1-Project Narrative
#2-Aerial
#2A-Close-Up Aerial
#3-Zoning Map
#4-Site Plan
#5-Landscaping Plan
#6-Elevations
#7-Citizen Input
A-Stipulations/ Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 30-DR-2003
REQUEST: Approve site plan & elevations for a hotel located at the Perimeter Center
PROJECT NAME: Hilton Garden Inn
LOCATION: 8550 E Princess Drive

DEVELOPER/OWNER: Scottsdale Lodging Investors, Inc.
ARCHITECT/DESIGNER: Todd & Associates
ENGINEER: Not Given
APPLICANT/COORDINATOR: Todd & Associates/Daniel Bowers
4019 N 44th St
Phoenix, AZ 85018
602-952-8280

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

CONCURRENCE: The project was reviewed by the Aviation Director for compliance with airport requirements.

PUBLIC COMMENTS: Staff has received no public comment regarding this proposal.

REQUEST: The applicant requests approval of a 3-story, 128-room Hilton Garden Inn.

LOCATION & ZONING: The project is proposed on a vacant parcel located within the Perimeter Center, just west of the Loop 101. The site is zoned C-2 PCD.

DISCUSSION: The proposed Hilton hotel facility consists of a 21,4170 square foot building located on approximately 3 acres of land. The facility is oriented east, towards the freeway. The building entrance design includes a porte-cochere, brick pavers, desert landscaping, and two water features adjacent to the entry vestibule. The facility also features two outdoor patios and a pool/spa area. Building materials consist of painted stucco walls, ledgerstone wainscot, metal sunshades and standing seam metal roofing.

DRB STUDY SESSION: The DRB reviewed this project at the May 8th Study Session. The DRB had comments regarding the proposed colors for the building, which included muted rose and taupe tones. The applicant was directed to provide crisper colors and variety to brownish warm tones. The DRB also indicated a concern regarding the reddish roof color. The applicant has responded to the DRB comments by revising the color palette of the building. The proposal now includes a greenish roof color and tan, taupe and rose building colors. The ledgerstone base includes earthy tan and green tones.

Suzanne Colver
Senior Planner
480-312-7087

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #2A-Aerial Close-Up
- #3-Zoning Map
- #4-Site Plan
- #5-Landscaping Plan
- #6-Elevations
- #7-Perspective
- #8-Original elevations shown at May 8, 2003 DRB Study Session
- A-Stipulations/Ordinance

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 32-DR-2003
REQUEST: Approve site plan, landscape plan, and elevations for an expansion & remodel of existing animal hospital
PROJECT NAME: Adobe Animal Hospital
LOCATION: 7712 E Indian School Rd

DEVELOPER/OWNER: T J H Properties, LLC
ARCHITECT/DESIGNER: K & I Architects
ENGINEER: J M A Engineering Corp.
APPLICANT/COORDINATOR: K & I Architects/
1850 N Central Ave Ste 200
Phoenix, AZ 85004
602-252-5202

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

PUBLIC COMMENTS: There have been no comments from the public regarding this case at the time of drafting this report.

REQUEST: To approve site plan, landscape plan, and elevations for the remodel of the existing Adobe Animal Hospital.

LOCATION & ZONING: The site is zoned Service Residential (S-R). The site is located on the north side of Indian School Road approximately 170 feet east of Parkway Avenue.

CHARACTERISTICS: The site is a developed, commercial property. An apartment complex to the west, and existing commercial building to the east, a paved alley to the north and Indian School Road to the south border the site. The site slopes to the east with the north half of the site flowing north and draining into the existing alley and the south half flowing south and draining through the existing driveway and into Indian School Road.

DISCUSSION: The proposal includes the renovation of all facades and adding approximately 800 square feet of new building space located at each corner of the existing building. The new additions will screen roof top mechanical equipment by using a parapet roof that will tie into the existing concrete tile roof on all four sides of the existing building.

The building elevation facing Indian School Road will include new planters, a rusted rebar fountain feature, and metal artwork. Staff has stipulated that the fountain feature receive approval from the water resources department. The entire building will be repainted Tan

(Caballero's Clay), and dark tan (Darkness Doe) around the base of the building. The planters will be constructed with new river rock in a rusted rebar cage on CMU wall.

The proposed architecture elements along the front elevation consist of wire frame (rusted rebar) animal figures. These figures are custom artwork and have been determined not to be signs according to the zoning ordinance. All signs require separate approvals and permits.

RELATED CASES: 56-Z-1969, 8-SP-1970

Greg Williams
Senior Project Coordinator Planner
480-312-7000

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #2A-Aerial Close-Up
- #3-Zoning Map
- #4-Site Plan
- #5-Landscaping Plan
- #6-Elevations
- A-Stipulations/Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 35-DR-2003
REQUEST: Approve site plan, landscape plan, and elevations for a restaurant remodel and additional retail space.
PROJECT NAME: Scottsdale & Shea
LOCATION: Shea Boulevard east of Scottsdale Road

DEVELOPER/OWNER: RT Southwest Franchise LLC
ARCHITECT/DESIGNER: Perlman Architects Inc
ENGINEER: Brooks, Hersey & Associates
APPLICANT/COORDINATOR: Perlman Architects/Steve Kim
2230 Corporate Circle, Ste 220
Henderson, NV 89014
702-990-9900

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

PUBLIC COMMENTS: All property owners within 300 ft. of the site have been notified. The applicant also had meetings with the Monterey Mountain View II Homeowners Association and the Monterey Mountain View I Homeowners Association to discuss the proposed project. There have been no comments from the public regarding the proposed project at the time of drafting this report.

REQUEST: The applicant is requesting site plan, landscape plan, and elevations approval to remodel the existing structure and add four in-line retail shops to the west side of the building. The remodel of the existing structure includes a 3,200 sq. ft. fast food restaurant and a 2,400 sq. ft. retail shop. The new four in-line retail shops consist of a total of 6,900 sq. ft.

LOCATION & ZONING: The existing building is located mid-block between Scottsdale Road and 74th Street on the south side of Shea Boulevard. Specifically, the site is located at 7337 E. Shea Boulevard. The property is zoned Central Business District (C-2). The property is completely surrounded by existing commercial developments zoned either C-2 or C-3.

CHARACTERISTICS: The site is developed with an existing building that use to house Ruby Tuesdays Restaurant. Currently, the building is vacant.

DISCUSSION: The two existing access driveways located along Shea Boulevard will remain unchanged as well as the two driveways entering the existing shopping center to the south of the site. The applicant has provided two pedestrian connections from the front of the building to Shea Boulevard and one to the existing sidewalk located on the southern property line. The building is situated in the middle of the site with parking located along

the front and rear. The applicant has provided 98 parking spaces on site that meets the zoning code requirements. Open space requirements for this site have also been met.

The architecture of the building incorporates a variety of architectural elements, building colors, awnings, and materials to help break up the building mass. The applicant has incorporated these architectural applications to all four sides of the buildings. The north façade along Shea Boulevard contains tower elements at each corner, as well as the mid-point, incorporate columns intermittently, and provides a continuous covered walkway. A covered walkway, including columns, is provided along the south façade and burgundy (Brick Rose) colored fabric awnings along the east façade. The building walls are composed of EFIS, insulated clear glazing at the storefronts, and a cultured stone (Ledgestone/Mojave) wainscot at the base of the building. The columns of the tower elements have also been wrapped with the cultured stone.

The applicant proposes to paint the main body of the building a cream color (Sandy Lane) and use light brown (Sweetwood) and a light gray (Dauphin Gray) as accents on the building. The trim throughout the building consists of an ivory color (City Lights) and the door/ window frames are clear anodized.

The landscape palette, which consists of Willow Acacia, Blue Palo Verde, Thornless Chilean Mesquite, and a variety of shrubs/groundcover, is consistent with the existing landscaping found on the site. Landscape islands including trees have been added to the front and rear parking lot areas to bring the site into compliance with the existing code. To soften the large expanse of concrete found in front of the north elevation, staff has stipulated that the applicant increases the proposed planter sizes and possible locations to allow for the installation of canopy trees. Staff has also stipulated an additional planter at the southwest corner of the in-line shops to add a canopy tree and more shrubs.

RELATED CASES: 20-ZN-92 and 30-DR-94#3

Bill Verschuren
Senior Project Coordination Planner
480-312-7734

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #2A-Aerial Close-Up
- #3-Zoning Map
- #4-Site Plan
- #5-Landscape Plan
- #6-Floor Plan
- #7-Elevations
- #8-Wall Details
- #9-Community Input
- A-Stipulations/Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 49-DR-2003
REQUEST: Approve site plan & elevations for to construct road-widening improvements
PROJECT NAME: Scottsdale Road Widening / Improvements
LOCATION: Scottsdale Road: Frank Lloyd Wright Blvd To Thompson Peak Pkwy

DEVELOPER/OWNER: City of Scottsdale
ARCHITECT/DESIGNER: N/A
ENGINEER: Dibble & Associates Consulting Engineers Inc
APPLICANT/COORDINATOR: City of Scottsdale/Annette Grove OR Don Hadder
7447 E Indian School Rd
Scottsdale, AZ 85251
480-312-2399

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

CONCURRENCE: No objection has been expressed by the Airport Director to this project.

PUBLIC COMMENTS: No public comment has been received on this case.

REQUEST: Architectural details related to Scottsdale Road Improvements including landscaping, medians, pedestrian bridge, walkways, walls, scenic corridor, etc.

LOCATION & ZONING: Scottsdale Rd. and adjacent areas between Frank Lloyd Wright Blvd. to Thompson Peak Pkwy. Adjacent zonings include C-2, O-S, R1-35 and PRD.

CHARACTERISTICS: The area is mainly level and raises gradually south to north. Scottsdale Road crossed the C.A.P. Canal, runs adjacent to the BOR dyke tail and crosses under the underpass at the Loop 101 Freeway. Phoenix is located to the west.

HISTORY: The existing Scottsdale Rd. in this area is primarily 4 lanes with a center left turn lane on a 65 ft. wide half street right of way. With the expansion of the street to 6 lanes and 75 ft. wide half street, a 10 foot wide portion along the west side of the street will be annexed from Phoenix to maintain the full right of way within Scottsdale.

DISCUSSION: The request is for site plan, elevations and architectural details approval that are related to Scottsdale Road Improvements including landscaping, median treatment, pedestrian bridge, sidewalks, walls, and other aspects. The approximate 2.4-mile section of Scottsdale Rd. involves a new pedestrian bridge crossing over the C.A.P. Canal, center medians with meandering 18-inch wall, meandering sidewalk and multi-use trail and scenic corridor easement.

The approximate 140 ft. long, 14 ft. wide pedestrian bridge with multi-use path is located over the C.A.P. canal north of Frank Lloyd Blvd. along the east side of Scottsdale Rd. and is constructed of 2 tone tan and beige, scored concrete and muted red steel fence with rectangular artistic decoration, in accordance with the FLW Design Guidelines for colors and pattern design. The bridge deck is 12-ft. wide and is contained by 4 ft. 6 in. concrete walls plus 6 ft. 6 in. iron railing and fence. Stack stone walls lead up to the approach to the bridge. The bridge is separated from the Scottsdale Rd. by about 8 ft.

The raised 24-ft. wide medians run the length of the project except at intersections and where left turns are provided. The median contains a discontinuous, meandering 18 in. high, stack stone finished wall. The wall is situated adjacent to a recessed water harvest areas. These recessed areas are 18 in. deep providing for a 3 ft. tall wall on the recessed side with the grade sloping downward toward the wall. Median landscaping includes native canopy trees, cactus, low shrubs and specialty grasses and DG. Island "bullnoses" contain stylized beige and adobe, integrally colored concrete with exposed aggregate. The City's Risk Management division has reviewed and approved this concept.

Ten (10) ft. wide meandering sidewalks are provided along the east side of Scottsdale Rd. which are separated from the curb except at intersections by a treed, shrub and groundcover landscape buffer. An 8 ft. wide meandering multi-use trail is situated on the east side of the sidewalk within the landscape buffer and scenic corridor but returns to the sidewalk at intersection crossings. Brown, integrally colored curb, gutter and sidewalks are provides in conformance to the Scottsdale Road Design Concept. Sidewalk constructed will only occur adjacent to Lund Cadillac at this time, with future improvements by the owners of adjacent lots as they develop.

The existing 12 and 69 KV powerlines adjacent to the east side of Scottsdale Rd. will be under-grounded on a phased basis as part of this project.

Landscaping includes Palo Verde, Ironwood, Mesquite, Texan Ebony, Palo Brea and Acacia plus suitable shrubs, accents and ground covers. No turf or palms are provided.

KEY ISSUES: Eighteen (18) inch high meandering walls along with recessed water collection and landscape areas situated within medians are intended to provide visual interest. Materials and colors are intended to match the theme for the area.

RELATED CASES:

- Case 20-ZN-2002 rezoned the "Stacked 40s" Development (C-4 PRD), 11/19/02.
- Case 44-DR-2003 (pending) reviewed the Lund Cadillac development 8/21/03.

Al Ward
Project Coordination Manager
480-312-7067

ATTACHMENTS: #1-Project Narrative

#2-Context Aerial
#2A-Aerial Close-Up
#3-Zoning Map
#4-Site Plan
#5-Landscaping Concepts
#6-Bridge Elevation
#7-Wall Treatments
A-Stipulations/Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 47-DR-2003
REQUEST: Approve site plan & elevations for a 112-room, 4-story hotel
PROJECT NAME: Wingate Inn & Suites
LOCATION: 14255 N 87th St

DEVELOPER/OWNER: Matc Inc
ARCHITECT/DESIGNER: Lamb Architects
ENGINEER: N/A
APPLICANT/COORDINATOR: Lamb Architects/Gary Lamb
7038 E 5th Ave
Scottsdale, AZ 85251
480-994-5262

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

CONCURRENCE: The Water Department has reviewed and approved the water feature at the front of the building at the porte cochere. The Airport Director has also reviewed and approved the project.

PUBLIC COMMENTS: The applicant has notified all property owners within 300 ft. of the site through a letter. There have been no comments from the public regarding this proposal at the time of drafting this report.

REQUEST: The applicant seeks approval of site plan, landscape plan, and elevations for a limited service hotel containing 114 rooms. The proposal consists of one building of approximately 70,000 sq. ft.

LOCATION & ZONING: The site is located in the Northsight area at the southwest corner of Raintree Drive and the Loop 101. Specifically, it is located at 14255 N. 87th Street between Raintree Drive and Northsight Boulevard. Currently, the site is zoned Central Business District, Planned Community Development (C-2, PCD) that allows for a hotel use. The site is surrounded with a variety of built or proposed office uses zoned either I-1 PCD or C-2 PCD.

CHARACTERISTICS: The approximate 2.5-acre vacant site is relatively flat and contains some natural vegetation.

DISCUSSION: Access to the site comes from two driveways located off the east/west connecting drive between 87th Street and the Loop 101 Frontage Road and from a shared access drive off of 87th Street. The building has been placed in the middle of the site adjacent to the southern property line with the parking located on the east, west and north sides. All open space and parking requirements have been met on the site. The applicant has provided pedestrian connections to the Pegasus office building to the

south, to the future office building to the north, and from the front door of the hotel to 87th Street.

The four-story building meets the height requirements of the zoning code. The applicant has used a variety of techniques including a mixture of materials, multiple colors, changes in the facade planes, column pop-outs, canopies, and recessed windows/doors to help break up the mass of the building walls. The building consists of smooth stucco accented with slate tile along portions of the base and on the column pop-outs. The main body of the building is painted dark tan (Balsam Bark), the base of the building brown (Thatch Roof), and the trim/cornice reveals dark green (Smokebrush). The canopies and eyebrows consist of brushed aluminum and have been stipulated by Staff to 50% opacity or greater.

The landscape palette is a desert theme utilizing Desert Museum Palo Verde, Thornless Chilean Mesquite, Southern Live Oak, and Sweet Acacia, and a variety of cacti, shrubs, and groundcover. Date Palm trees have been proposed around the pool and adjacent to the building for accent purposes that is consistent with other building in the Northsight area. The applicant has also incorporated some boulder features into the landscaping around the front entrance. Sweet Acacia trees and desert shrubs have been provided in the ADOT right-of-way, also consistent with the area. The applicant has been stipulated to install and maintain the landscaping located between the eastern property line and the back of curb of the Pima Freeway Frontage Road (the ADOT right-of-way).

Bill Verschuren
Senior Project Coordination Planner
480-312-7734

ATTACHMENTS:

- #1-Project Narrative
- #2-Aerial
- #2A-Close-Up Aerial
- #3-Zoning Map
- #4-Site Plan
- #5-Landscaping Plan
- #6-Elevations
- #7-Perspective
- #8-First and Second Floor Plans
- #9-Third and Fourth Floor Plans
- #10-Character Area Photos
- A-Stipulations/Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 36-DR-2003
REQUEST: Approve site plan & elevations for a new church complex
PROJECT NAME: Scottsdale First Assembly of God - Dream Center
LOCATION: South of the SWC of Pima & Via Dona Roads

DEVELOPER/OWNER: DREAM CENTER Scottsdale First Assembly
ARCHITECT/DESIGNER: Debartolo Architects
ENGINEER: N/A
APPLICANT/COORDINATOR: Debartolo Architects/Jack DeBartolo
4450 N 12 St Rm 268
Phoenix, AZ 85014
602-264-6617

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

PUBLIC COMMENTS: Comments have been received from surrounding property owners and other interested citizens expressing opposition to the proposed 40' tower height. Exchanging the tower height for larger and more visible signage on Pima Road was discussed, however an amendment to the sign ordinance would be required. Opposition has also been expressed toward the proposed contemporary architectural style and building materials.

REQUEST: This is a request for approval of the site plan and elevations of a new place of worship. This is also a request for approval of heights in excess of the 24-foot maximum building height requirement in the Environmentally Sensitive Lands District (ESL).

LOCATION & ZONING: The 24-acre site is located south of Via Dona Road and west of Pima Road in the Desert Foothills Character Area. The Planned McDowell Sonoran Preserve is located on the east side of Pima Road. The property is zoned Low Density Residential/Environmentally Sensitive Lands district (R1-190/ESL), is in the Foothills Overlay district (FO), and is located in the Upper Desert landform.

CHARACTERISTICS: The property's rolling terrain has slopes ranging from 0-15%, and the Rawhide Wash runs through the west side of the property. The site slopes in a southwest direction, with a gradual elevation drop of 50 feet.

DISCUSSION: The 26,600 square foot building is positioned near the center of the 24-acre site, with setbacks ranging from 250 feet to 550 feet from the surrounding property lines. Two driveways are proposed off of Pima Road, and the applicant is providing a 100' scenic corridor easement along Pima Road.

The maximum building height limit in the R1-190/ESL District is 24 feet. The Development Review Board has the authority to approve non-residential buildings that exceed 24 feet in height upon finding that the increased height is appropriate and compatible with the character of the neighborhood (up to 30 feet; and 45 feet for towers). The majority of the proposed building is approximately 24 feet measured from natural grade. Due to the varying terrain, approximately 1/3rd of the roof area exceeds the 24-foot limit (but less than 30 feet tall). The proposed 64-square-foot cooling tower/steeple at the building entrance is approximately 40 feet tall.

The proposed building will be constructed with integrally colored concrete block and has a contemporary design using straight horizontal and vertical lines. Some exterior walls will have weathered cor-ten steel siding and a weathered steel shade trellis. The cooling tower/steeple will also be block and accented at the top with a perforated fiberglass translucent resin material. The accent top of the tower will not be internally lit.

Thirty six percent (36%) of the site will be designated as natural area open space (NAOS), with an additional 35% of the site left as undisturbed open space. New landscaping in disturbed areas will consist of native desert materials. Public trail and drainage, N.A.O.S., and vista corridor easements will be provided along the Rawhide Wash. Low level lighting fixtures will be provided in the parking lot and building areas, with a maximum pole height of 16 feet.

KEY ISSUES: Building height
Architectural style and materials

RELATED CASES: 32-LT-2001, 3-AB-2001

Tim Curtis
Project Coordination Manager
480-312-4210

ATTACHMENTS: #1-Project Narrative
#2-Context Aerial
#2A-Aerial Close-Up
#3-Zoning Map
#4-Site Plan
#5-Landscaping Plan
#6-Elevations
#7-Perspective
A-Stipulations/Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 39-DR-2003
REQUEST: Approve site plan & elevations for a multi tenant retail center
PROJECT NAME: Northsight Parcel
LOCATION: 8680 E Raintree Drive

DEVELOPER/OWNER: Mall At the Crossroads Inc
ARCHITECT/DESIGNER: KDRA Architects
ENGINEER: JMA Engineering
APPLICANT/COORDINATOR: Continental 138 Fund LLC/Kimberly Grimm
10850 W Park Pl
Milwaukee, Wi 53224
262-502-5500

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

CONCURRENCE: The airport director has reviewed and approved this project.

PUBLIC COMMENTS: The applicant has sent letters to all of the adjacent property owners with information about the project. There have been no comments from the public regarding the proposed project at the time of drafting this report.

REQUEST: The applicant is requesting site plan, landscape plan, and elevations approval for a multi tenant retail center. The center will consist of one main retail building consisting of approximately 105,000 sq. ft. and another pad building consisting of approximately 28,000 sq. ft.

LOCATION & ZONING: The subject property is located within the Northsight mixed-use project at the northwest corner of Raintree Drive and the Loop 101. Specifically, the site is approximately 500 ft. north of the Raintree Drive and 87th Street alignment (private drive) next to the Kohl's Department Store. The property is zoned Central Business District (C-2). The property is completely surrounded by existing commercial developments including Sams Club to the north, Kohl's to the south, Northsight Crossing retail center to the west, and vacant commercial land to the east.

CHARACTERISTICS: The site, currently undeveloped, is relatively flat and contains a variety of natural vegetation.

DISCUSSION: The site is surrounded on three sides with existing or approved developments and one side with an existing internal private drive. Access to the site comes from three drives off of the existing internal private drive to the east. The southern drive has a cross access easement with the development to the south and the northern drive has a cross access easement with the development to the north. Circulation through the site has

been simplified with two north/south internal drives connecting the northern and southern access drives together.

The applicant has proposed to build two buildings, one along the western property line and the other at the northeast corner of the site. The main retail building has been placed along the western property line to enable the service areas of the stores to back up to the service areas to the retail development on the west. Parking is located between the main retail building and the retail building "F" and the private drive located along the eastern property line. The applicant has provided 568 parking spaces on site that meets the zoning code requirements.

The applicant will continue the sidewalk along the private drive along the east side of the property. A sidewalk will also be provided along the north cross access easement drive that will connect to the retail development to the west. A tree shaded pedestrian connection is provided in the parking lot connecting the main retail building to retail building "F" and beyond to the private drive. The applicant has also provided a pedestrian walkway along the southwest property line, adjacent to Kohl's Department Store, connecting the retail stores to the western property. This connection matches up to the walkway provided between the buildings of the proposed retail project found on the parcel west of this site.

The architecture of the two buildings incorporates a variety of elements, materials, and colors that break up the building mass. The front façade steps horizontally and vertically, contain five different storefront elements, and provide a combination of covered entrances, canopies, and trellis systems. The main body of the buildings is composed of EFIS with groove reveals. The applicant has used three CMU block colors (tan, cream, and rust), a mixture of smooth and split face finishes, at the base of the buildings, on the storefront elements, on the vertical architectural elements, and as accents to the main body. The base of the vertical architectural elements, the trellis columns and the front entrance columns are composed of stone veneer (Ledgestone). Metal awnings, painted gold, are provided over the windows of retail spaces B and F. The trellis system is composed of Trex Composite Lumber that is the color of natural wood. The applicant proposes to use a desert pallet of colors consisting of a variety of tans, creams, golds, rusts and burgundies.

The landscape plan is consistent with other developments in the Northsight area. The plant palette will include Palo Brea, Shoestring Acacia, Desert Museum, and Velvet Mesquite. The trees will be accented with cacti, native shrubs, and groundcover throughout the site.

The main pedestrian connection between Retail A through E to Retail F is lined with canopy trees to provide shade for pedestrians. The applicant has provided some base planting that includes a mixture of planters and canopy trees along the front facade of Retail Building A through E. Staff has stipulated the developer to submit a revised landscape plan adding 2 (two) more shade trees along the facade of Retail Building A through E. Staff has also stipulated that the landscape area adjacent to the north drive (on the north side of Retail Building F) be widened to a minimum of four feet including some more trees to continue shade trees along the sidewalk.

RELATED CASES: 5-ZN-98

Bill Verschuren
Senior Project Coordination Planner
480-312-7734

ATTACHMENTS:

- #1-Project Narrative
- #2-Aerial
- #2A-Close-Up Aerial
- #3-Zoning Map
- #4-Context Site Plan
- #5-Site Plan
- #6-Landscaping Plan
- #7-Elevations (Retail F - South/North)
- #8-Elevations (Retail F - East/West)
- #9-Elevations (Retail C, D&E - East)
- #10-Elevations (Retail B – South, Retail E – South)
- #11-Elevations (Retail A - East/North)
- #12-Elevations (Retail A – West, Retail B – West, Retail C, D&E – West)
- #13-Detail of Walls, Trellis, and Pedestrian Areas
- A-Stipulations
- B-Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 9-ZN-2003
REQUEST: Review the proposed amended development standards
PROJECT NAME: McDowell Village
LOCATION: 8302 E. McDowell Road

DEVELOPER/OWNER: City of Scottsdale
ARCHITECT/DESIGNER: N/A
ENGINEER: N/A
APPLICANT/COORDINATOR: City of Scottsdale
Laurel Edgar, 480-312-7313
RED Group, LLC
Southwest Retail Group, Inc.

PUBLIC COMMENTS: There have been numerous open houses regarding the development of the proposed site. Recent comments have been in general support of the project. There have been no comments regarding the proposed amended development standards.

LOCATION & ZONING: McDowell Village is located near the northwest corner of McDowell Road and Granite Reef Road (8302 E. McDowell Road). The property is currently zoned Shopping Center District (C-S), and is proposed to be rezoned as Planned Community District with comparable Shopping Center and Multi-Family Residential zoning (C-S/PCD and R-5/PCD).

REQUEST: This is a request to review the proposed amended development standards for the McDowell Village development. Because the site is in a designated redevelopment area, all proposed amendments to the development standards are required to first be heard by the Development Review Board. Comments made by the Development Review Board will be forward to the Planning Commission and City Council.

CHARACTERISTICS: This site is approximately 13 acres in size and was formerly used as a super market for approximately 40 years. The site is currently vacant, has access to 3 surrounding roads, and is surrounding by single-family homes to the north, commercial uses to the east and west, and industrial to the south.

HISTORY: The City purchased the property in 2001 with the intent of redeveloping the site. After numerous public meetings with the community and neighborhood, the City Council decided in 2002 to put a new senior center and community theater on the site. Earlier this year, the City Council directed staff to work with a private developer to develop a mixed-use project consisting of housing, a senior center, a community theater, and retail and restaurant uses.

DISCUSSION:

The Planned Community District (PCD) allows the developer to amend the R-5 and C-S development standards to produce a living environment and lifestyle superior to that produced by existing standards. Because the site is in a designated redevelopment area, all proposed amendments to the development standards are required to first be heard by the Development Review Board. Comments made by the Development Review Board will be forward to the Planning Commission and City Council.

The proposed mixed-use development consists of 230 independent living senior apartments, 10,000 square feet of retail/restaurant uses, an 11,000 square foot community theater, and a 37,500 square foot senior center. The development proposes to create a community-based site that will serve and provide entertainment to the nearby neighborhood and senior community. The space will provide opportunities for interaction among the various patrons of the restaurants, theater, senior center, and senior housing. Common open space areas and architectural elements will be used to provide a visual continuity to the project to create a village environment.

To accomplish the village environment, the applicant proposes to amend the development standards of the R-5 and C-S Districts to increase development cohesiveness and flexibility, and to maximize usable open space areas. The amended development standards pertain to development density, open space, setbacks, and landscaping, and are shown briefly below (more detail in Attachment #4):

Existing Development Standard	Proposed Amended Standard
Density R/5= 23 du/ac on residential lot only No density maximum for non-residential lot C-S= 0.8% FAR and 25% lot coverage max	R-5= 21 du/ac on both R-5 lots (combined) C-S= 0.6% FAR; open space and parking requirements dictate lot coverage
Open Space R-5= 40% of residential lot 24% of non-residential lot C-S= 19.6%	R-5= combined rate of 30% C-S= No change
Setbacks R/5= 15' landscaped from single-family 50' for 2-story bldgs from single-family C-S= 25' landscaped front 50' side and rear from residential	R/5= 50' from single-family 100' for 3-story bldgs from single-family 4' landscaped from single-family C-S= 20' landscaped front 50' side and rear from R1 residential
Landscaping R/5= 1.5 trees per dwelling unit (100% mature) 1.5 trees per 900 sq.ft. of open space for non-residential (40% mature)	R/5= 1.5 trees per 900 sq.ft. of open space (25% mature)

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #2A-Aerial Close-Up
- #3-Zoning Map
- #4-Proposed Amended Standards

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 44-DR-2003
REQUEST: Approve site plan, landscape plan, and elevations for an automobile dealership facility
PROJECT NAME: Lund Cadillac
LOCATION: SEC Loop 101 & Scottsdale Road

DEVELOPER/OWNER: Lund Cadillac
ARCHITECT/DESIGNER: Perspective Architecture L L C
ENGINEER: Wood, Patel & Associates Inc.
APPLICANT/COORDINATOR: Perspective Architecture L L C/Tom Pansing
4425 E Vermont Ave
Phoenix, AZ 85018
602-809-6116

STAFF RECOMMENDATION: APPROVE subject to the attached stipulations.

CONCURRENCE: The Airport Director has reviewed and approved the proposed project.

PUBLIC COMMENTS: There have been no comments from the public regarding this project at the time of drafting this report.

REQUEST: The applicant seeks approval of site plan, landscape plan, and elevations for a new automobile dealership facility. The facility includes three (3) individual dealership buildings, a small test track, and a future pad site for a body shop.

LOCATION & ZONING: The property is located along Scottsdale Road between Union Hills Drive (on the south) and the Loop 101 (on the north). The property is zoned C-4 PCD, General Commercial in a Planned Community District.

CHARACTERISTICS: The vacant parcel is generally flat and consists of approximately 16-acres. A variety of natural vegetation is found throughout the site and some small washes on the southeastern portion.

HISTORY: This property is part of the "Stacked 40s" Development. This parcel was approved as part of a larger 160-acre mixed-use project that extends along Scottsdale Road, from Thompson Peak Parkway on the north to Union Hills on the south. Along with the rezoning case, a development agreement enabled the southern parcel (south of the freeway) to utilize the C-4 zoning to develop a high-end automobile dealership. This zoning category, in conjunction with the development agreement, allowed for amended development standards dealing with open space, signage and building height.

DISCUSSION: The project will have one access through a centrally located main driveway along Scottsdale Road that will have no median break. Vehicles traveling south along Scottsdale Road will have access through a median break/traffic signal at Union Hills Drive. Union Hills Drive will have two driveways, both having median breaks, to the dealership facility. The parking along Scottsdale Road is primarily for vehicle display. The vehicle display pads and parking will be setback 50 ft. from Scottsdale Road, off of the city owned Scenic Corridor. The three-dealership buildings are setback over 250 ft. from Scottsdale Road and the service area is located at the rear portion of the center dealership building. The rear of that building is primarily for employee parking, vehicle storage, and a future body shop pad. The pad has been stipulated to return to the Development Review Board for approval. At the northeast corner of the site, a small track will be built to test off-road vehicles.

The center dealership building consists of light tan stucco veneer with a hopper handcrafted finish, curtain wall clear glass windows, and a clear glass window tower element that includes the dealership symbol. This building, the largest building on the site, is designed to resemble an automobile with many unique features. The building extends approximately 500 ft. to the east, parallel to the Loop 101, portraying the rear fenders of a Cadillac automobile. A clear plexiglass skylight with a sandblasted interior face has been placed at the upper corners of the north and south facades of the building to indicate taillights at the rear of the building. Staff has been consistently working with the applicant regarding this idea and has created a stipulation to ensure light levels, architectural integrity and design can be modified as the project develops with a site inspection prior to Certificate of Occupancy to ensure the appropriateness of such a design feature.

The eastern ends of the north and south elevations (rear of the building) depict long continuous horizontal massing with minimal breaks in the parapet. The applicant has angled the roofline from the showroom mass to the tail light feature. This long elevation is also broken up with angled vehicle doors on the south side, an overhang reveal in the stucco and the tail light feature.

This main building, along with two smaller dealership buildings are designed with a front (west side) 'stage' walkway to allow customers to view the lot and vehicles on the 'stage.' Staff felt that the large window expanse, solar exposure and lack of pedestrian shading needed to be addressed as part of the 'stage' design. The applicant has revised their application to provide courtyards between the buildings, curtain walls and rolling interior shades for the showrooms and unlike shopping centers, customers will most likely enter their respective dealership building versus strolling from dealership to dealership. The three dealership buildings are connected together through an interior corridor.

The Hummer dealership building is located north of the Cadillac building. The building consists of a semi-circular grey standing seam roof over the showroom, facing the Loop 101, with a wing addition. The design is taken from the military Quonset hut and its relationship to the vehicle product of the business. The entire western and eastern façades contain a curtain wall of clear glass except for the main entrance, which is

framed with an element that looks like an "H". The applicant has applied the same light tan stucco veneer with a hopper handcrafted finish to the building.

Staff expressed concern with the "H" design. The applicant has revised this design element to raise the central beam to match the lower parapet height across the remainder of the building and utilize the same materials as the remainder of the building vs. distinguishing the element with other materials.

The Saab dealership building is located south of the Cadillac building. This building also consists of a semi-circular grey standing seam roof over the showroom. Both the eastern and western facades contain a curtain wall of clear glass that is broken up with a horizontal wall element. As with the two other buildings, the walls are composed of light tan stucco veneer with a hopper handcrafted finish to the building.

The City of Scottsdale owns the 50 ft. Scenic Corridor along Scottsdale Rd, a 25 ft. landscape/drainage parcel along Union Hill s Drive, and a 75 ft. regional drainage parcel along the east side of the project. All three of these parcels will be landscaped by the city in the future using the same landscape pallet as this project. A desert pallet including Blue Palo Verde, Desert Willow, and Desert Willow trees has been proposed throughout the site. The applicant has lined the main entrance driveway with date palm trees and added them along the both sides of the showroom dealership buildings. A variety of desert shrubs and groundcover has also been provided throughout the site. A large water feature extends from the main driveway off Scottsdale Road to steps leading up to the buildings. Staff believes that water features should be placed along pedestrian areas. While the applicant proposed smaller fountains and water features within the courtyards between the buildings, the applicant states that the eastern edge of this fountain is designed for customers to have their vehicles delivered at the base of the main stairway and water feature as an essential design element in the placement of this fountain.

LIGHTING: The cities lighting consultant, Don Happ, has reviewed all lighting for the project. All parking lot poles within the site will consist of concrete and aluminum "Gullwing" light fixtures. There are two automobile display pads located at the northwest and southwest corners of the site along Scottsdale Road that are covered with "V" shaped canopies. On the underside of the canopies are accent lights that potentially can be seen by cars traveling along Scottsdale Rd. (See attachment #19-Automobile Display Pads) The applicant has proposed to light all of the building walls throughout the project. The pre-curfew lighting will occur between dusk and 11:00 pm and the post-curfew after 11:00 pm. daily. At post-curfew, all exterior lights will be turned off except for one-half of the parking lot pole lights for security reasons.

RELATED CASES: 20-ZN-2002

Bill Verschuren
Senior Project Coordination Planner
480-312-7734

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #2A-Aerial Close-Up
- #3-Zoning Map
- #4-Site Plan
- #5-Landscape Plan
- #6-Landscape Plan (Close-Up of the Showrooms)
- #7-Landscape Plan (Close-up of the Scenic Corridor/Display Areas)
- #8-Cadillac Building Elevations (west)
- #9-Cadillac Building Elevations (east)
- #10-Cadillac Building Elevations (north)
- #11-Cadillac Building Elevations (south)
- #12-Hummer Building Elevations (west/south)
- #13-Hummer Building Elevations (east/north)
- #14-Saab Building Elevations (west/south)
- #15-Saab Building Elevations (east/north)
- #16-Cadillac Floor Plan (service)
- #17-Cadillac Floor Plan (showroom)
- #18-Hummer and Saab Floor Plans
- #19-Automobile Display Pads
- A-Stipulations/Ordinance Requirements

TO: DEVELOPMENT REVIEW BOARD **DATE:** August 21, 2003
FROM: CURRENT PLANNING SERVICES
SUBJECT: CASE 3-MS-2003
REQUEST: Approve Site Plan & Elevations for Community Sign District
PROJECT NAME: Lund Cadillac
LOCATION: Sec Loop 101 & Scottsdale Road

DEVELOPER/OWNER: John R Lund
ARCHITECT/DESIGNER: Perspective Architecture L L C
ENGINEER: Wood, Patel & Associates Inc.
APPLICANT/COORDINATOR: Perspective Architecture L L C/Tom Pansing
4425 E Vermont Ave
Phoenix, AZ 85018
602-809-6116

STAFF RECOMMENDATION: APPROVE subject to the stipulations listed below.

1. Architectural approval only, all signs require final plan review and approval.
2. Any major addition, change, or modification to this community sign district, as determined by the Planning and Development Services General Manager, requires Development Review Board approval.
3. Total quantity of the freestanding business identification signs for the project may not exceed four (4).
4. Signs on the elevated auto display pads are limited to the identification of the name of the Master Planned Community for the entire 160-acre project.

PUBLIC COMMENTS: No public comments have been received to date regarding signage for this application.

REQUEST: Approval of a new community sign district including freestanding and building wall signs.

LOCATION & ZONING: Located at the southeast corner of the Loop 101 Freeway and Scottsdale Road. The site is zoned C-4 PCD (Planned Community Development with General Commercial comparable zoning).

HISTORY: The 15.6-acre project is sited at the southern portion of the "Stacked 40's" development. The zoning case (20-ZN-02) established a set of amended development standards for the project and the community sign district are intended to give the site design the flexibility it needs to integrate the corporate branding elements. Through the adoption of the Planned Community District (PCD), this site, as well as the remainder of the 160 acre project to the north of the freeway alignment, was approved with a set of sign standards (See Attachment #) that provides this dealership with greater flexibilities with their master sign program. In addition, the C-4 zoning district design standards were

amended to specifically state that "...the comprehensive sign program shall encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development..."

As the primary freestanding identifier, the project will use a twenty-three (23) feet in height "fin shaped" automobile manufacturer sign that is approximately one hundred twenty six (126) square feet in overall area. This sign will be located in the northeast portion of the site adjacent to the freeway on-ramp. The sign will consist of a stone veneer base supporting a metal panel with internally illuminated channel letters attached in the various manufacturers' copy and logo style. In addition, four (4) "blade shaped" monument signs for business identification will be displayed on the abutting street frontages. The monument signs will not exceed seven (7) feet in height and thirty (30) square feet in area. The signs will use a stone veneer accent with a smooth stucco finish applied to the panel. Internally illuminated channel letters will be affixed to the signs. Elevated master planned community sign displays will be located at the northeast and southeast corners of the development. The signage that will be located on the vehicle display pads will be limited to the identity of the Master Planned Community.

Building wall signage for the development will consist of illuminated channel and reverse channel metal letters in the manufacturers' logo and letter style. The letter height will range between four (4) and seven (7) feet. Placed in the grill-like architectural setting of the main entry is a jeweled Cadillac logo consisting of colored, textured and poured glass.

Staff has indicated to the applicant that the Hummer sign located on the roof (north elevation facing the freeway) is not consistent with the intent of the sign code. Staff has requested alternative approaches to signage on this elevation; however, the applicant is requesting this as presented.

RELATED CASES: 20-ZN-2002

Curtis Kozall
Report Author
480-312-7034

ATTACHMENTS:

- #1-Project Narrative
- #2-Context Aerial
- #3-Zoning Map
- #3A - 20-ZN-02- Amended Sign Standards
- #3B - 20-ZN-02 – C-4 PCD Amended Development Standards
- #4-Signage Site Plan
- #5-Sum Total Sign Area
- #6-Business Identification Building Wall Signs (Elevations)
- #7-Master Planned Community Signs
- #8-Signage Material Details